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MCSHERRY & HUDSON WINS PRESTIGIOUS MARSHBERRY PINNACLE AWARD FOR THE FOURTH TIME

Woodmere, OH, May 19, 2016 - MarshBerry is proud to announce that McSherry & Hudson is the winner of our 2016 Agency Peak Performance Exchange (APPEX) Pinnacle Award. This is the fourth time since 1999 that McSherry & Hudson has achieved this distinction.

The award is given to the agency that achieves the highest performance as measured by MarshBerry's proprietary financial and productivity benchmarking system Perspectives for High Performance (PHP). The benchmarking system measures key ratios relative to the profit, equity and operational characteristics of an agency allowing for relevant comparisons against industry average and high-performance standards. An overall score called the Performance Indicator Number, or PIN, is calculated based on the key ratios. The agency with the highest PIN is recognized with the Pinnacle Award at the semiannual APPEX symposium¹.

"McSherry & Hudson makes a concerted effort to attract and retain entrepreneurial individuals that have the ability to drive new business generation, cultivate lasting relationships with their existing client base and command the skillset to become future leaders of the organization," said John Wepler, Chief Executive Officer, MarshBerry. "The partners have successfully perpetuated the agency once internally and they are currently completing a second round of internal perpetuation. Meanwhile, they are building the next generation to successfully perpetuate again in the future."

Unique in the insurance industry, APPEX is an executive peer-to-peer consulting service dedicated to help improve agency value. Partnership in APPEX provides idea-sharing and industry-specific benchmarking, information and technology.

"Our dedicated staff has, for over 100 years, carried out the mission of total commitment to our clients and that is a huge part of why we have been so successful," said McSherry & Hudson partner Dave Bachan. "Throughout the years we've benefited from participating in the financial and peer group exchanges. Our partnership in MarshBerry's APPEX peer exchange network has been invaluable as a guiding light in agency management and the disciplines needed to succeed in today's insurance world."

About McSherry & Hudson

McSherry & Hudson provides comprehensive insurance, risk management, and employee benefit services to organizations of all sizes. Since 1913, McSherry & Hudson has been creating risk management programs for a range of industries. These industries include but are not limited to: Construction, Agribusiness, Warehousing, Property Management, Healthcare and Medical Professional Liability. Learn more at www.mcsherryandhudson.com.

About MarshBerry

Founded in 1981, MarshBerry's primary objective is to help insurance agents, brokers and carriers as they work to maximize their value through our industry-specific services that include: Merger & Acquisition Advisory*, Management Consulting, Organic Growth Consulting, Intellectual Capital and Peer Exchange Networks. Ranked #1 M&A Advisor by *SNL Financial* for each of the past 17 years², MarshBerry has advised on 531³ transactions since 1999 and completed more than 250 diagnostic and confirmatory due diligence projects over the last twelve years. Visit www.MarshBerry.com to learn more.

¹Excludes agencies who have won the Pinnacle Award within the last five years.

*Securities offered through MarshBerry Capital, Inc., Member [FINRA](#) and [SIPC](#), and an affiliate of Marsh, Berry & Co., Inc. 28601 Chagrin Blvd., Suite 400, Woodmere OH 44122, 440-354-3230



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²Mergers & Acquisition (M&A) Announced Transactions in Insurance Brokerage (1999-2015). Ranked by total number of deals.

³These totals include certain transactions completed by Marsh, Berry & Company, Inc. professionals while employed at another firm, whereby substantially all of the assets were acquired by Marsh, Berry & Company, Inc.

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